1	2	3	4
4.	Chhattisgarh	322.41	560.00
5.	Delhi	410.38	612.91
6.	Goa	362.25	665.90
7.	Gujarat	353.93	541.16
8.	Haryana	414.76	504.49
9.	Himachal Pradesh	394.28	504.49
10.	Jammu and Kashmir	391.26	553.77
11.	Jharkhand	366.56	451.24
12.	Karnataka	324.17	599.66
13.	Kerala	430.12	559.39
14.	Madhya Pradesh	327.78	570.15
15.	Maharashtra	362.25	665.90
16.	Orissa	325.79	528.49
17.	Punjab	410.38	466.16
18.	Rajasthan	374.57	559.63
19.	Tamil Nadu	351.86	547.42
20.	Uttar Pradesh	365..84	483.26
21.	Uttarakhand	478.02	637.67
22.	West Bengal	382.82	449.32
23.	ALL-INDIA*	356.30	538.60

*The poverty line (implicit) at all-India level is worked out from the expenditure class-wise distribution of persons (based on URP-consumption, *i.e.*, consumption data collected from 30-day recall period for all items) and the poverty ratio at all-India level. The poverty ratio at all-India is obtained as the weighted average of the state-wise poverty ratio.

Code to regulate advertisements

*158. SHRI KAMAL AKHTAR:
SHRI JAI PARKASH AGGARWAL:

Will the PRIME MINISTER be pleased to state:

(a) whether Government proposes to introduce a new code to regulate the contents of advertisements so that there is no adverse effect of any kind on the children in the country;

(b) if so, the details thereof;

(c) whether Advertising Standards Council of India has examined or is examining this issue;

(d) if so, the details thereof; and

(e) the outcome of such a study?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI ANAND SHARMA): (a) and (b) With a view to containing the adverse effect of programme advertisements on viewers, specially the children, the Government had set up a Committee to review the existing Programme and Advertisement Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. The Committee has submitted its report on 5.3.2008 which is available on the Ministry's website www.mib.nic.in for wider consultation.

(c) to (e) A Representative from Advertising Standards Council of India (ASCI) was a member of the above committee and the draft code was formulated after studying similar regulation in other democracies.

Swan telecom

*159. SHRI DHARAM PAL SABHARWAL: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether it is a fact that Government has given licence to Swan telecom under the "first come first serve" basis;

(b) if so, the details of policy under which the licence was given with fee charged from the company;

(c) the equity pattern of the Swan telecom as per the Memorandum of Association on the date of licence on "first come first serve" basis;

(d) whether grant of licence to the company is a violation of clause 8 of the guidelines for Unified Access Service Licence; and

(e) if so, the details thereof and action taken against the company for violation of above rule?

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI A. RAJA): (a) and (b) Yes, Sir. Unified Access Services (UAS) Licences have been issued to M/s Swan Telecom Private Limited on "first come first served" basis and as per the Guidelines dated 14.12.2005 in thirteen service areas. the company has paid Rs.1537.01 crore towards entry fee of the USA licences.

(c) The equity pattern of M/s Swan Telecom Private Limited on the effective date of licences was as below:-